

**R E M A R K S**

Reconsideration of this application, as amended, is respectfully requested.

Claims 1-30 have been canceled, without prejudice, and new claims 31-43 have been added to more clearly recite the distinguishing features of the "marketing research" features of the claimed present invention. No new matter has been added, and it is respectfully requested that the new claims be approved and entered.

More specifically, new independent claim 31 has been prepared to recite a marketing research method which comprises: distributing a plurality of copies of a printed matter each marked with an optically readable coded image encoding ID information and a URL specifying an information resource on the Internet, obtaining ID information identifying respective copies of the printed matter and access information for each access to the information resource, storing the ID information and the access information, and then producing a marketing research report utilizing the stored ID information and the stored access information.

Similarly, new independent claim 40 has been prepared to recite an information resource for use in marketing research relating to a distribution a plurality of copies of a printed matter each having an optically readable coded image encoding ID

information and a URL specifying the information resource on the Internet. As recited in new independent claim 40, the information resource comprises: means for transmitting, to an access device, information to be displayed on the access device, in response to an access by the access device, means for obtaining ID information identifying respective copies of the printed matter and access information for each access to the information resource, means for storing the restored ID information and the access information, and means for producing a marketing research report utilizing the stored ID information and the access information.

According to the present invention as recited in new independent claims 31 and 40, moreover, the ID information includes information to identify at least one of a name, type, distribution area, date of distribution and purpose of distribution of the printed matter, and the ID information and access information are obtained responsive to an operation of: optically reading with a reading device the optically readable coded image provided on the printed matter, restoring the URL and the ID information from the read coded image, and accessing the information resource corresponding to the restored URL via the access device, which is connected to the reading device.

Significantly, according to the present invention as recited in each of new independent claims 31 and 40, a plurality of

copies of a printed matter each marked with an optically readable coded image encoding ID information and a URL specifying an information resource are distributed, ID information identifying respective copies of the printed matter and access information for each access to the information resource is obtained, the ID information and the access information is stored, and then a marketing research report is produced utilizing the stored ID information and the stored access information.

It is respectfully submitted that none of the references cited by the Examiner, including USP 6,152,369 ("Wilz, Sr. et al"), discloses, teaches or even remotely suggests producing a marketing research report in the manner of the present invention as recited in new independent claims 31 and 40.

Accordingly, it is respectfully submitted that the present invention as recited in new independent claims 31 and 40, and new claims 32-39 and 41-43 respectively depending therefrom, clearly patentably distinguishes over all of the cited references, taken singly or in any combination, under 35 USC 102 as well as under 35 USC 103.

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In view of the foregoing, entry of this Amendment, allowance of the claims and the passing of this application to issue are respectfully solicited.

If the Examiner has any comments, questions, objections or recommendations, the Examiner is invited to telephone the undersigned at the telephone number given below for prompt action.

Respectfully submitted,

/Douglas Holtz/

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